

# Bo Zhang

UX Researcher, Facebook  
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## EDUCATION

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<b>Ph.D.</b> in Mass Communications (ABD) The Pennsylvania State University, College of Communications	2011 – 2015 (expected)
<b>M.S.</b> in Science Journalism Boston University, College of Communication	2008 – 2010
<b>B.S.</b> in Electrical Engineering Peking University, School of Electrical Engineering and Computer Science, China	2004 – 2008

## RESEARCH SPECIALTIES

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- User experience, human-computer interaction
- Information privacy and security
- Interface design and usability test
- Quantitative research methods (e.g., experimental design, survey, applied statistics)
- Qualitative research methods (e.g., field study, in-depth interview, focus group)

## RESEARCH WORK EXPERIENCE

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<b>Facebook</b> UX Researcher	6/2015 – Present
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<b>Samsung Research America (SRA)</b> UX Research Intern, Advanced Technology Lab	1/2014 – 8/2014
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- Developed and executed research projects on usable privacy and security, and user experience
- Worked with engineering, design, and product at multiple stages of research and development
- Tasks: identifying problems and needs, creating research questions, building interface prototypes, designing and executing user studies, analyzing data, visualizing and presenting findings, coordinating with developers for implementation, and writing research papers

<b>Penn State University, College of Information Sciences and Technology</b> Research Assistant, Supervisor: Dr. Heng Xu	8/2014 – 5/2015
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*Project 1: Collaborative privacy practices in healthcare domain*

- Conducting a survey to understand the effects of IT environment on healthcare staff's collaborative privacy practices in protecting patients' information

*Project 2: Role of social influence on privacy attitudes and behaviors*

- Designing mixed-method studies to understand the effects of social pressure on people's privacy attitudes and how they manage their private information

*Project 3: Effects of privacy nudges on mobile permission setting*

- Designed mobile privacy permission interfaces with cues suggesting apps' use of user data
- Conducted an online experiment to study how these cues persuade users to change their attitudes and behavior

**Peking University, Signal Processing Lab**

2007 – 2008

Research Assistant, Supervisor: Daoxian Wang

- Designed integrated circuit plates to transform analog signals to HDMI signals for TV
- Designed algorithms and built circuit boards for functions of various electric appliances

## **PUBLICATIONS & PRESENTATIONS**

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### **Conference Papers and Presentations**

**Zhang, B.,** & Xu, H. Privacy nudges for mobile applications: Effects on the creepiness emotion and other privacy attitudes. Submitted to the *19<sup>th</sup> ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW'16)*.

**Zhang, B.,** Wang, N., & Jin, H. Privacy concerns in online recommender systems: Influences of control and user data input? *Proceedings of the 2014 Symposium on Usable Privacy and Security (SOUPS)* (pp. 159-173). ACM.

**Zhang, B.,** Wu, M., Kang, H., Go, E., & Sundar, S. S. Security warnings make users distrust the messenger? *Proceedings of the 32nd annual ACM conference (CHI'14) on Human Factors in Computing Systems* (pp. 111-114). ACM.

Wang, N., **Zhang, B.,** & Jin, H. Investigating effects of control and ads awareness on Android users' privacy behaviors and perceptions. *Proceedings of MobileHCI 2015*.

Li, R., **Zhang, B.,** & Sundar, S. S. (2013, September). Interacting with augmented reality: How does location-based AR enhance learning? In P. Kotzé et al. (Eds.), *Proceedings of INTERACT 2013, Part II, LNCS 8118*, 616-623.

Sundar, S. S., Kang, H., Wu, M., Go, E., & **Zhang, B.** (2013). Unlocking the privacy paradox: Do cognitive heuristics hold the key? *Proceedings of CHI'13 Extended Abstracts on Human Factors in Computing Systems (CHI EA '13)*, 811-816.

**Zhang, B.,** Marcinkowski, M., & Choi, Y. (2013, August). *The impact of navigability on flow-like experiences and user enjoyment*. Paper presented at the 96th annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

**Zhang, B.,** Appelman, A., Choi, Y., Han, J. (2013, June). *The effect of interactivity on user experience: Comparing visual cues and actual use*. Paper presented at the 63<sup>rd</sup> annual conference of International Communication Association, London, U.K.

Sundar, S. S., Go, E., Kim, H-S., & **Zhang, B.** (2012). Communicating Art, Virtually! Psychological Effects of Technological Affordances in a Virtual Museum. Paper presented at the *62nd annual conference of the International Communication Association*, Phoenix, AZ.

**Zhang, B.**, Marcinkowski, M., & Choi, Y. (2012). The impact of navigability on flow-like experiences and user enjoyment. Paper presented at the *27th Annual Graduate Exhibition*, Penn State University.

## Journal Articles

Sundar, S. S., Go, E., Kim, H-S., & **Zhang, B.** (2015). Communicating Art, Virtually: Psychological Effects of Technological Affordances in a Virtual Museum. *International Journal of Human-Computer Interaction*, 31(6), 385-401.

## Book Chapters

Waddell, T.F., **Zhang, B.**, & Sundar, S. S. (2015). Human-Computer Interaction. In C.R. Berger & M.E. Roloff (Eds). *The International Encyclopedia of Interpersonal Communications*. Thousand Oaks, CA: Sage Publications.

## GRANT WRITING EXPERIENCE

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SATC: EAGER: Why do we Reveal or Withhold Private Information? Exploring Heuristics and Designing Interface Cues for Secure and Trustworthy Computing

- PI: Dr. S. Shyam Sundar
- Funded (Award #: 1450500), National Science Foundation (2014-2016)
- My role: Co-Investigator

## AWARDS & HONORS

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Certificate in Human-Centered Design for Social Innovation, Acumen, IDEO.org 2013

- Designed a social networking website to help young people become social entrepreneurs
- Went through the discovery, ideation, prototype design, and user experience assessment phases for the design

Certificate in Teaching with Technology, The Pennsylvania State University 2014

Summer Research Funding Recipient, The Pennsylvania State University 2013

- Received \$3,000 from the College of Communications
- Supported study on privacy-related heuristics in mobile computing

Summer Research Funding Recipient, The Pennsylvania State University 2012

- Received \$2,500 from the College of Communications
- Supported study on privacy paradox in e-commerce websites

Second place, Best Independent Student Online Publication, Society of Professional Journalists

[group project, online magazine “Free Radicals” ( <a href="http://www.freeradicalsmag.com/">http://www.freeradicalsmag.com/</a> )]	2010
Knight Fund Merit Scholarship, Boston University	2008-2009 & 2009-2010

## TEACHING EXPERIENCE

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### Instructor

Research Methods in Advertising and Public Relations, Penn State University	Fall 2013
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### Teaching Assistant

Psychological Aspects of Communication Technology, Penn State University	Spring 2013
Media Effects, Penn State University	Spring 2013
Research Methods in Mass Communications, Penn State University	Fall 2012
The Mass Media & Society, Penn State University	Fall 2011 & Spring 2012

## MEDIA WORK EXPERIENCE

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Digital Media Associate Producer, <b>AccuWeather Inc.</b> , State College, PA	1 / 2011 – 6 / 2011
Editorial Intern, <b>DISCOVER Magazine</b> , New York, NY	1 / 2010 – 5 / 2010
Research Intern, <b>NOVA, PBS-WGBH</b> , Boston, MA	9 / 2009 – 12 / 2009
Production Assistant, <b>Boston Science Communications, Inc.</b> , Easton, MA	6 / 2009 – 8 / 2009
Editorial Intern, <b>China Daily</b> , Beijing, China	9 / 2007 – 2 / 2008

### Selected Journalism Publications

- Ocean Ooze Teems with Life, *DISCOVER Magazine*, 2011(1), 19<sup>th</sup> of Top 100 Stories of 2010
- Chinese Pompeii Unearthed, *DISCOVER Magazine*, 2011(1), 89<sup>th</sup> of Top 100 Stories of 2010
- The Body’s Master Switch, *DISCOVER Magazine*, 2010(7-8), Page 16
- Your Appendix: The Enigma Inside You, *DISCOVER Magazine*, 2010(5), P14
- Inside the Shroud (photo essay), *DISCOVER Magazine*, 2010(summer special), P42-45

## SKILLS

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- Research methods: Quantitative (experimental design, questionnaire design, survey, content analysis), qualitative (interview, focus group, ethnography)
- Data collection programs: Amazon Mechanical Turk, Qualtrics, Survey Monkey
- Statistical programs: SPSS, JMP, MINITAB, AMOS, SmartPLS, R
- Media production: Video/audio/slideshow production, web design, social media management
- Media editing software: Video (Final Cut Pro, iMovie), audio (ProTools, Audacity, Garageband), Photo (Photoshop), Adobe Suite
- Programming languages: HTML, CSS, Javascript, JQuery, PHP, C/C++
- Languages: Fluent in English, Mandarin, Cantonese

## REVIEW EXPERIENCE

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- ACM conference on human factors in computing systems (CHI) 2014, 2015
- ACM conference on computer-supported cooperative work and social computing (CSCW) 2015

- ACM conference on intelligent user interfaces (IUI) 2015

## **ASSOCIATIONS**

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- Member, Association for Computing Machinery (ACM)
- Member, International Communication Association (ICA)
- Member, Association for Education in Journalism and Mass Communication (AEJMC)
- Member, National Association of Science Writers